



MAYFAIR CREAMERY

The Mayfair Creamery building located at 21301 S. Western ave., is built both inside and out on modern, clean and functional lines.

Industrial Center Sites Available

Torrance Industrial Center, located between Crenshaw boulevard and Arlington, north of Dominguez, right in the heart of the finest industrial area in Southern California, is the site for 15 modern concrete industrial buildings.

The six existing buildings consist of 36,000 square feet each, with ample parking areas.

Four of these buildings are already occupied, two by Plywood Manufacturing of California, one by Northrop aircraft, and one by Glde Easy Furniture company. The others are ready for immediate occupancy while more buildings will be constructed to meet the individual firm's needs.

So stated H. Ross Campbell, of 712 South Spring street, leasing agent for the center which has been developed by the Rochlin Realty company, with Sam Bailey serving as general contractor.

The well designed structures feature pre-cast concrete tilt-up construction. The tapered steel roof girders are strategically supported by in-line steel pipe column supports which provide a maximum amount of usable floor area.

A generous use of glass offers plenty of natural lighting. Completely fireproof, the structures are designed with a modern California theme enhanced with natural brick and stone work.

"We chose Torrance because it lies conveniently between the Los Angeles harbor and the Los Angeles International airport," officials stated. "Close to the Harbor freeway, it is linked with all points in Southern California. Torrance Industrial Center selected this low tax rate, integrated area as the site for its 15 modern concrete buildings. There are 17 acres of M-2 property with interwoven rail facilities."

Smelting Co. Deals In Zinc Specializing

The Pacific Smelting company, 22219 S. Western Ave., is the only exclusive specialist in zinc and zinc alloys on the Pacific Coast. The company is recognized as the "West Coast Headquarters for Zinc Products," company officials stated.

For many years the company has been a major supplier of zinc slab and zinc alloys to the western steel mills, water heater manufacturers, hot dip galvanizers and brass foundries.

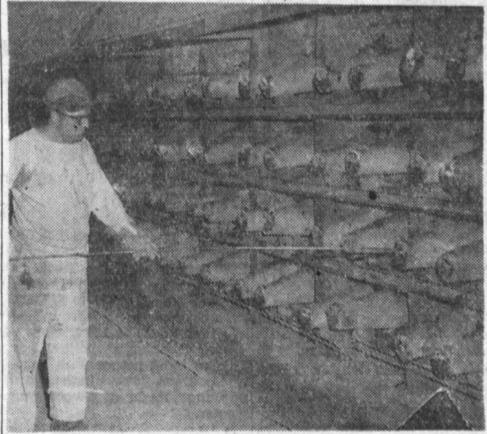
The slab is the basic metal in a hot dip galvanizing process used to protect steel from atmospheric corrosion. Typical end products of this process are galvanized water pipe, hot water heaters, chain link fences and corrugated roofing.

The firm was founded here in 1930 by Frank and Ollie Lannon. Officers of the present corporation are as follows:

Jack Schwartz, chairman of the board of directors, M. D. Schwartz, president; Allen Klatzker, executive secretary; J. O. Schmidt, vice-president; W. P. Ruemmler, plant engineer; and J. I. Schwartz, vice-president.

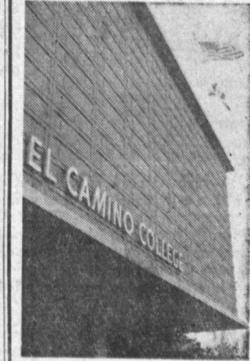
der the trade name of "Pasco." Pasco zinc oxide is being produced in Torrance under the most exacting and modern metallurgical methods, company officials said.

The company has thus added the paint, rubber and ceramic industries to its list of customers.



PACIFIC 'SPEISING'

'Speising', that's what one of the workers at Pacific Smelting Co. is doing. The operation releases back pressures, letting the air out of the retort. The firm has banks of Belgian style retorts for the distillation of zinc.



Greetings from the Warriors of El Camino College to Torrance and its Industry

The Associated Student Body El Camino College

If It Isn't Available, Mayfair Will Invent It

Insistence on the best methods and equipment and determination to invent even better equipment than that which is available is the spirit which has guided the operation of the Mayfair Creamery, located at 20301 S. Western ave.

"We want the best, and if it hasn't come along, we invent it," said John Melville, manager of the Creamery.

Melville, himself, has a number of inventions to his credit, including the "Two-Toter," a plastic handle for carrying two cartons of milk at a time; a test bottle-shaker; and a vacuumizer which takes the air out of milk and preserves the vitamin C content.

These inventions are now being used by many other dairy companies across the country.

Melville is also the inventor of the hot-chocolate dispenser with a constant stirring device which operates on magnetism. The device is used in restaurants throughout the area.

E. R. Brunner, president of Mayfair Creamery, has encouraged this spirit of enterprise and imagination throughout every operation of the creamery.



E. R. BRUNNER president of Mayfair Creamery

THE LAW!

An old law on the books in Tacoma, Washington, according to the National Automobile club, demands that you notify the police beforehand if you enter that town by automobile with the intention of holding up a bank!

Experienced Men Make Consolidated's Reputation

The lumber industry is one of the oldest in the nation and the men at Consolidated Lumber Co. (established over 50 years ago) are as experienced as can be found anywhere, company officials stated.

As typical example of their employees, the company mentioned with pride the work of E. J. Robinson, sales representative in the Southwest section of Los Angeles.

Robinson, who has been with Consolidated Lumber Co. for the past ten years, lives at 24735 Wimlock drive in the Waleria district of Torrance.

Coming from a family of contractors and builders, he grew up with an appreciation and knowledge of the finest materials necessary in building, he said.

Robinson is a member of the Waleria Business Men's club, California State Exchange club of Torrance, and has served as an officer on the board of directors for the California State Builders Exchange of San Pedro.

He is an officer on the board and past president of the Pacific Hills Home Owners association and a member of Masonic Lodge 31 A.F.&A.M.

Mr. and Mrs. Robinson are parents of three children and they have three grandchildren.

Such men of experience, background, and civic spirit are major factors in the reputation of service and quality that Consolidated has always worked to uphold, company officials said.

Since 1905 Consolidated Lumber Co. was established in the Harbor District in 1905 and is located on its own channel and docks, fronting on 1446 East Anaheim st., Wilmington. It has been in continuous operation since that time, serving all the southern California counties.

Occupying over 47 acres, the plant has the largest single working area in the harbor with a complete re-

Mr. and Mrs. Harold C. Lowe, of 324 Falda Ave., announce the birth of a daughter, Rebecca Louise, weighing 7 pounds and 9 ounces.



E. J. ROBINSON manufacturing mill, a modern dry kiln, a large storage shed for finish lumber, and a new dock just completed having a capacity of 2,000,000 feet per day.

A division of the Charles Nelson Co., San Francisco, Consolidated Lumber is headed by John H. Tyson, president; George R. Hinkle, manager; Ralph D. Russell, vice president and credit manager; Al Wahl, assistant manager and general sales manager; J. L. Moody, plant superintendent.

The company employs 275 people with an annual payroll of more than \$1,500,000.00.

The company points to some 30 schools, the new Walker's Department Store, and the shopping center in Los Altos as their recent contribution to building in this area.

Mr. and Mrs. Pete Stickney, of 1943 262nd St., announce the birth of a daughter, Becky Jo, weighing 9 pounds and one ounce.

First Federal Sayings-Loan Marks 20 Anniversary

Marking the 20th anniversary of First Federal Savings and Loan Association of San Pedro will be a continuous open-house celebration all day Thursday and Friday, April 26 and 27, which all residents of the community are invited to attend.

Business will go on as usual at the Association's Lomita office, 2233 Lomita boulevard, according to George G. Collins, manager, but there will be much gaiety besides.

Refreshments will be served to all visitors, there will be balloons for the kiddies, the wearing of period costumes, the cutting of a huge birthday cake, and other activities.

Civic dignitaries, old-timers, and scores of invited guests are expected to attend.

First Loan Collins points out that the celebration actually commemorates a dual event. First Federal's 20th birthday coincides with the 125th anniversary of the founding of the first savings and loan institution in the United States.

On the day in 1831 when Philadelphia resident Comly Rich, a lamplighter, was granted a loan for the purchase of a home, with the privilege of repaying in small monthly installments, a new principle of home financing was born.

In the 125 years since then, millions have been helped to home ownership by this method of financing.

May old-timers on the local scene can remember the year when First Federal Savings of San Pedro was organized to bring this method of saving and home financing to the Harbor area.

The first office was in a small store at 359 W. Seventh st. in San Pedro.

Steady growth through the years was accompanied by a series of moves to increasingly larger quarters. The opening of the Lomita branch in 1954 marked a further step in the association's growth.

As an integral part of the flourishing Harbor area community, managed for and by local residents the association has

grown continuously, not only in physical size but in resources and strength. Just three years ago its savers and investors numbered 3,500. Today, the family of investors has increased to well over 8,000. Today, resources are in excess of \$14,000,000.

Officers

The current officers and directors are the same five men who organized the Association 20 years ago. They are: Dr. J. L. Bloch, president, a prominent physician and surgeon in San Pedro, who has been president and a director since the association was established; George G. Collins, executive vice-president and manager, who has been managing officer and a director of First Federal Savings since the day it was organized; Leon L. Dwight, secretary, retired postmaster of San Pedro and a founder-director of the association.

Montgomery Phister, counsel is another of the five original founder-directors and is vice-president of the Van Camp Sea Food company; Cecil Thomas is founder of the San Pedro Cadillac-Oldsmobile agency and has been a director of the association since 1936.

Mr. and Mrs. Richard Arlen Smith, of 2604 Armour Lane, announce the birth of a son, Richard Wayne, weighing 8 pounds and 11 ounces.

Mr. and Mrs. Glyn Boyce, of 1232 Cabrillo Ave., announce the birth of a son, Guy Lynn, weighing 7 pounds and 1 1/2 ounces.

Mr. and Mrs. Gilbert F. Haberman, of 21333 Howard Ave., announce the birth of a son, Steven Gilbert, weighing 8 pounds and 4 ounces.

Mr. and Mrs. George Nelson Cullum, Jr., of 3415 W. 188th St., announce the birth of a daughter, Beth Irene, weighing 8 pounds and 11 ounces.



STEPPING BACK AND FORWARD

Going a few years beyond Brdley Murphy, these girls have stepped back into 1831, to the founding of the savings and loan industry in America. In their 1956 roles, they are tellers at First Federal Savings and Loan Association of San Pedro which is celebrating its 20th birthday this week. Open house will be held at both the San Pedro and Lomita offices of the Association on Thursday, April 26, and Friday, April 27. On hand at the San Pedro office to welcome visitors will be the four costumed lassies: Terry Stravos, Annette Hamilton, Mary Iacono, and Pat Peternell.

HAYDEN LEE Development Co.

INDUSTRIAL BUILDINGS

In "HOLLYPARK"

BUILT TO SUIT From 10,000 Square Feet TO ANY SIZE

LEASE or SELL Choice Sites Modern Tilt-up Concrete Construction

FRONTAGES on Western Ave. El Segundo Blvd. Crenshaw Blvd.

PHONE: BR. 2-8244

Cake for Everybody

Come in and help us enjoy our giant birthday cake. Ample servings for everyone. Balloons for the kiddies. See our tellers in the quaint costumes of 1831. We're expecting you.

FROM 10 A.M. TO 4 P.M. THURSDAY and FRIDAY.



TWO CONVENIENT LOCATIONS

SAN PEDRO 356 West 9th St. Terminal 2-5321

LOMITA 2233 Lomita Blvd. Davenport 6-6143

First

FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF SAN PEDRO

125 years ago in Frankford, Pa.



... In 1831, the house shown above was purchased for \$375 with a loan granted by the first savings and loan association in America.

...and 20 years ago in San Pedro



First Federal Savings and Loan Association of San Pedro opened its doors at 359 West 7th Street.

Tomorrow you are invited

TO OUR BIRTHDAY PARTY



It's a two-day celebration on Thursday, April 26th, and Friday, April 27th.

Everyone is invited. Be sure to drop in for refreshments and to meet our friendly staff. You'll learn how your savings work for you and how, when you need a home loan, you'll receive prompt and courteous service at 1st Federal. But, whether or not you need our facilities at present, be sure to stop by for refreshments.

Facts of interest to the community show why we are proud of the progress we have made in two decades. Our total assets are now well over \$15,000,000. Our loan portfolio exceeds \$12,500,000, all secured by sound mortgages. More than 6,000 people in the harbor area are saving more than \$13,000,000 with us. Every account is insured up to \$10,000 by the Federal Government.

Earnings are paid or compounded every six months, June 30th and December 31st, at the current rate of 3 1/2% per year. But the main point of this ad is to invite you... one and all... to our party tomorrow and Friday.